

**YASHICA's versatile 4-way
lens system helps you obtain
professional results!**



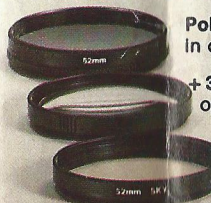
INCLUDED — all these quality accessories —

Matched Yashica electronic strobe gives flash after flash off 2 "AA" batteries (included). Recycles in 8 to 9 seconds. Slides onto camera hotshoe.



Leather-look grained vinyl camera and gadget bag with snap-together handles, shoulder strap, divider. 11" x 6½" x 8".

24-exposure Kodak color print film.



Polarizing filter to reduce glare in outdoor shots.

+ 3 close-up lens brings subject optically closer. Great for nature studies.

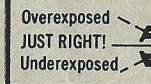
Skylight filter absorbs ultraviolet light, helps prevent excessive blue.

A versatile 2X teleconverter completes this deluxe Yashica 4-way lens system camera outfit!

Yashica doubles your lens versatility with this 2x teleconverter. It fits between the camera and either the standard or wide-angle lenses to double the focal length of the lens and bring your subject optically closer. For example, when used with the 50mm standard lens, it gives you a 100mm telephoto effect.

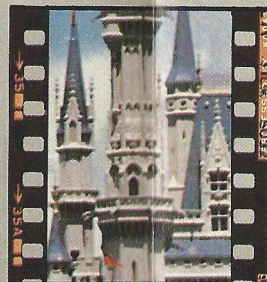
Yashica has built in many features that make taking pictures easy and pleasurable. Shutter speeds up to 1/1000 second stop the action. A depth-of-field preview button lets you see exactly how much of your subject will be in sharp focus. The exposure meter on/off switch helps save batteries. A built-in self-timer lets you put yourself in the picture.

Through-the-lens CdS metering system tells you at a glance if the f/stop and shutter speed combination you've selected will give you proper exposure. And an advanced microprism center focusing spot makes composition and image control fast and easy.



Why not add sophistication to YOUR photography? Let Yashica help you start taking great photographs instead of snapshots. This Japanese-made SLR outfit has everything you need — including 2 interchangeable lenses, electronic strobe, a 2x teleconverter, Kodak film and a Yashica "How to" booklet. **Send for your Yashica SLR camera outfit today!**

Made in Japan



Zero in on your subject with the 2X teleconverter!

The complete Yashica 4-way Outfit PLUS strobe, filters, gadget bag & film —



\$33³³*
only **A MONTH**
for shipping and handling.

for 12 months on your Gulf account plus 66¢ a month

\$399⁹⁶*
only **TOTAL** on your Gulf account plus
\$7.92 for shipping and handling.
*All prices plus state and local taxes.

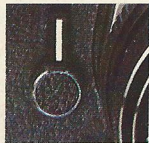
ORDER BY PHONE!
24 hours a day,
7 days a week
DIAL TOLL-FREE
800-621-5809
(Illinois residents
call 800-972-5858) **NEW**

Yashica designed its advanced 35mm SLR camera with YOU in mind!

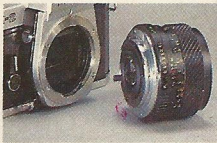
Whether you prefer to take pictures in vibrant, living color or artistic black and white, you'll find this Yashica properly balanced and easy to use. Professional-type features include:



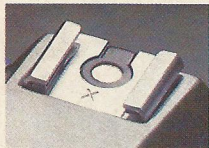
Full aperture viewing and focusing for easy composition, fast focusing accuracy.



Built-in self timer lets you get into your own pictures.



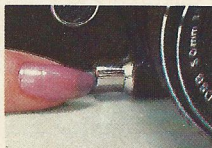
Speedy lens exchange with bayonet lens mount. Get that picture in a hurry!



Hot shoe for cordless flash units and flash socket for side-mounting cord-type units.



Raise external ring of shutter speed dial to match ASA or DIN on film box.



Depth of field preview button lets you see how much of your picture will be in sharp focus.

Other deluxe features include:

- **Shutter speeds up to 1/1000 second** to stop the action. Extra-fast shutter speeds are great for sporting events and for taking pictures of active small children.
- **Exposure meter on/off switch** to save batteries.
- **Through-the-lens CdS metering system** that tells you at a glance if the f/stop and shutter speed combination you've selected will give you proper exposure.
- **An advanced microprism center focusing spot** makes composition and image control fast and easy.

1-LENS OUTFIT INCLUDES:

- 50mm, f/1.9 standard lens
- matching electronic strobe
- carrying strap
- 24-exposure Kodak color print film



For quality photographs without fanfare—

This 1-lens outfit was designed to introduce you to all the fun and excitement of the 35mm SLR format. It features the same top quality Yashica SLR camera equipped with the 50mm, f/1.9 standard lens. You'll also receive a matching Yashica electronic strobe, for low light situations and a roll of Kodak color print film.

\$24⁹⁹*
only **A MONTH**

for 12 months on your Gulf account plus 66¢ a month for shipping and handling.

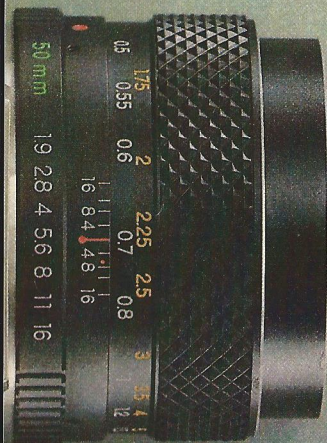
\$299⁸⁸*
only **TOTAL**

on your Gulf account plus \$7.92 for shipping and handling.

*All prices plus state and local taxes.

STANDARD LENS 50mm, f/1.9

This standard (or normal) lens approximates the magnification of your own eye unaided by a lens. You'll find this lens will handle all your middle range photography with ease. And when it's time to switch lenses, Yashica's fast bayonet lens mount lets you do so quickly and easily.



Reach for the standard lens for mid-range photos!

This 4-way outfit comes complete with a lens/filter kit. It includes a polarizing filter to reduce glare in outside shots, a skylight filter which absorbs UV light and a +3 close-up lens to bring your subject optically closer. Photography experts recommend the use of filters to improve picture tone and control as well as for protection of expensive lens surfaces.

This quality Yashica also features open aperture viewing. This means the shot can be composed and focused with the lens at its widest, brightest opening. Then the camera automatically stops down to the preselected aperture for perfect exposure.

Lens filters — an easy way to create *better* photographs.

Use these 3 versatile lens filters to produce more beautiful, more imaginative effects!



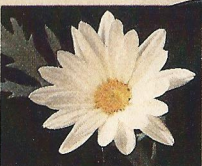
SKYLIGHT FILTER —

Effectively absorbs ultra-violet light, giving your pictures a more natural, more beautiful color balance.



POLARIZING LENS —

Use with color or black and white film to darken sky, reduce reflection from glass, water, etc.

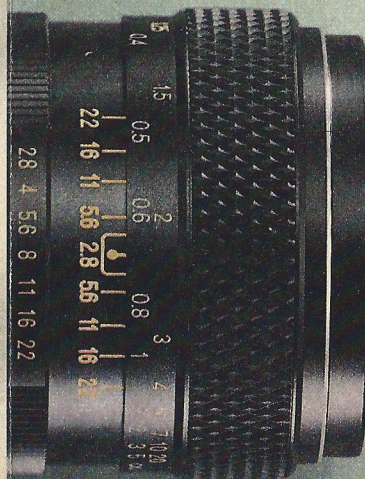


CLOSE-UP LENS +3 —

Gives you dramatic close-up pictures by allowing you to come within inches of a small subject.

WIDE-ANGLE LENS 28mm, f/2.8

This high-speed 28mm, f/2.8 wide-angle lens increases the angle-of-view of the standard lens by about 2 times so you can get more people into group shots and capture panoramic vistas for scenic shots. The wide-angle lens also has many specialty applications for automobile or sports photography, and more.



Capture the BIG picture with this wide-angle lens!

35mm Single Lens Reflex cameras are the first choice of America's photographers — professionals and serious amateurs alike. The reason? An SLR allows you to view, focus and compose your picture through the same lens that takes the picture. This through-the-lens viewing takes a great deal of the guesswork out of your photography and gives you better pictures.

But SLR's have an added advantage. The SLR film shutter is located directly in front of the film plane — inside the camera itself — instead of in the lens as with viewfinder cameras. This means you can change lenses for various effects and adds a chance for infinite variety to your photography.



Gulf Consumer Services Company

A Division of Gulf Oil Corporation

LIMITED WARRANTY

This quality SLR equipment is warranted by Yashica, Inc., 411 Sette Drive, Paramus, NJ 07652, to be free from defects in workmanship and materials for one year from date of purchase. If anything proves defective during that time under normal use, return it to the above address, and it will be repaired or replaced free of charge. This warranty gives you specific legal rights, and you may also have other rights which vary from state to state.

THE COST OF CREDIT IS INCLUDED IN THE PRICE QUOTED FOR THE GOODS AND SERVICES. THERE IS NO ADDITIONAL COST OF CREDIT OR FINANCE CHARGE WHEN EVERY PURCHASE OR INSTALLMENT IS PAID UPON RECEIPT OF THE MONTHLY STATEMENT ON WHICH IT WAS FIRST BILLED. Your monthly installments, as they become due, will be included in your regular monthly statement for your Gulf Travel Card Account. If you keep your account current, you pay **NO ADDITIONAL FINANCE CHARGE**. However, if your payment for any purchase or installment is not mailed within 25 days after the closing date shown on the monthly statement on which it was first billed, a **FINANCE CHARGE** will be imposed on the total unpaid balance carried forward from your last statement. This **FINANCE CHARGE** is computed at an **ANNUAL PERCENTAGE RATE** of 18% (periodic monthly rate, 1½%). The following exceptions to our **ANNUAL PERCENTAGE FINANCE CHARGE RATE** will apply if you reside in: **Arkansas, Florida, Texas:** 10% (monthly periodic rate of 5/6%). **Arizona, Pennsylvania:** 15% (monthly rate of 1¼%). **California, Delaware, South Carolina:** 18% (monthly periodic rate of 1½%) on first \$1,000; 12% (monthly periodic rate of 1%) on additional balance. **Colorado:** 18% (monthly periodic rate of 1½%) on first \$300; 10% (monthly periodic rate of 5/6%) on additional balance. **Iowa:** 9% (monthly periodic rate of ¾%). **Kansas:** 18% (monthly periodic rate of 1½%) on first \$300; 12% (monthly periodic rate of 1%) on additional balance. **District of Columbia, Maryland, Massachusetts, Nebraska, New Mexico, New York, Oklahoma, Vermont:** 18% (monthly periodic rate of 1½%) on first \$500; 12% (monthly periodic rate of 1%) on additional balance. **Minnesota, South Dakota:** 8% (monthly periodic rate of 2/3%). **Missouri:** 18% (monthly periodic rate of 1½%) on first \$500; 9% (monthly periodic rate of ¾%) on additional balance. **New Jersey:** 18% (monthly periodic rate of 1½%) on first \$700; 12% (monthly periodic rate of 1%) on balance. **Ohio:** 18% (monthly periodic rate of 1½%) on first \$400; 12% (monthly periodic rate of 1%) on additional balance. **Connecticut, Washington, Wisconsin:** 12% (monthly periodic rate of 1%). **Mississippi:** 18% (monthly periodic rate of 1½%) on first \$800; 12% (monthly periodic rate of 1%) on balance. But remember, there is **NO ADDITIONAL FINANCE CHARGE** when payments are made when due, as stated above. **SINCE THE GULF TRAVEL CARD ACCOUNT DOES NOT PROVIDE FOR PERIODIC PAYMENT OF PART OF A MONTHLY BILL (i.e. REVOLVING CREDIT), ALL NEW CHARGES ON YOUR STATEMENT, INCLUDING MONTHLY PAYMENTS FOR SPECIAL OFFERS MERCHANDISE, SHOULD BE PAID IN FULL EACH MONTH.** Purchaser agrees that seller shall retain security interest in title to the goods purchased herein until fully paid for by Purchaser and that the rights and remedies of the parties shall be according to the laws of the State of Massachusetts. Upon default in payment, remaining installments will become due and payable at Gulf's option.

OFFER VALID 3 MONTHS ONLY.

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